



2021-2022
**SPONSORSHIP
PACKET**



175 S. Arizona Avenue
Chandler, AZ 85225

T: 480-782-2665
chandleraz.gov/special-events

Dear Potential Sponsor,

Thank you for your interest in partnering with the City of Chandler by sponsoring one of our Special Events. The City of Chandler strives to produce top-rated events that the entire family can enjoy FREE of charge. In order to accomplish this goal, the City welcomes sponsorships to help offset event expenses. These events take place throughout the year and attract various ages and interest groups.

City of Chandler events provide you and your business the opportunity to sponsor seven differently designed events that attract guests from all over the valley, while providing our local community residents more intimate activities for the entire family. We offer several opportunities to meet your needs and budget.

For additional information or to discuss sponsorship opportunities further, please feel free to call me at 480-782-2665 or via email at Hermelinda.Llamas@chandleraz.gov.

Warm Regards,



Hermelinda Llamas
Special Events Coordinator



FIND US

The Chandler community hosts special events throughout the year and travelers from across the valley, nation and world are drawn to our fabulous festivities. When you sponsor one of our events you make a lasting impact in the community – it's a great place to live, work and play!

SEE WHAT PEOPLE ARE SAYING ABOUT US ONLINE...

SOCIAL MEDIA STATS

@ChandlerRec
 9,383 likes |  329 subscribers

@ChandlerRecreation
 2,698 followers |  2,345 followers

MONTHLY E-NEWSLETTER SUBSCRIBERS

8,542 Active Contacts

WEB SITE YEARLY ANALYTICS – chandleraz.gov/special-events

Our webpages are among the most viewed on the City of Chandler website!

Halloween Spooktacular Page	15,441 Visits
Woofstock Page	9,033 Visits
Tumbleweed Tree Lighting and Parade of Lights Page	42,560 Visits
Chandler Jazz Festival Page	19,409 Visits
Family Easter Celebration Page	11,589 Visits
CinePark Page	6,982 Visits
July 4 th Fireworks Spectacular	45,579 Visits

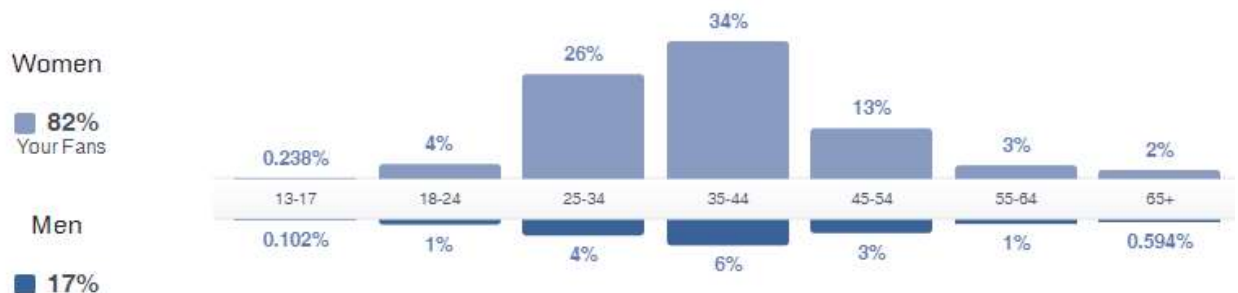


MEDIA REACH

Each event provides wide exposure through a variety of media outlets and marketing channels. Below is a basic guide of the types of advertising, public and community relations opportunities available for our sponsors.

City Media Outlets	Reach
Break Time Magazine	17,297 households 4,350 distributed to City facilities
Channel 11	75,000 households
E-Newsletter	8,542 subscribers
Print	
San Tan Sun News	35,000 households
East Valley Tribune	507,825 readership
Wrangler News	18,600 households
Social Media	
Facebook	10,246 followers
Instagram	2,345 followers
Twitter	2,698 followers
YouTube	329 subscribers

Facebook Fans:



Audience Profile of @ChandlerRec Twitter followers

AUDIENCE STATS
55.3% are female
97.5% are married
50.3% are parents
38.2 yrs average age
\$58.5k/yr. avg. income
AUDIENCE LOCATION
Predominantly United States (96.9%), with top cities:
Phoenix (42.1%)
Chandler, AZ (19.3%)
Gilbert, AZ (6.0%)
Tempe, AZ (4.8%)
Mesa, AZ (4.6%)
Scottsdale, AZ (4.0%)

@ChandlerRec's followers are in their late thirties, typically white/caucasians married with children and with very high income. The account has a notable audience concentration in Phoenix.

Professionally, @ChandlerRec's followers are senior managers, sales/marketing managers and journalists. The account ranks within the top 10% of all Twitter accounts in terms of density of realtors.

In their spare time they enjoy history, eating out, science news, political news and cooking. @ChandlerRec followers are charitably generous and particularly health conscious. Sports enjoyed significantly more than Twitter norm include cycling, football and baseball.

As consumers they are affluent and active, with spending focused most strongly on wining/dining, home/family and travel. Their strongest brand affiliations include PetSmart, Southwest Airlines, US Airways, P.F. Chang's and Marriott.

On Twitter they tweet most often about business, sport and technology. Accounts followed far more than Twitter average include @SouthwestAir, @SenJohnMcCain, @LarryFitzgerald, @Starbucks and @SteveNash.

EVENTS

OCT 29	Halloween Spooktacular This spectacular evening is designed for kids and their parents to enjoy a safe and fun alternative to a traditional Halloween experience. Families will dress up and have a frightening spooky time.	
NOV 20	Woofstock It's a tail waggin' good time as the City welcomes dog enthusiasts from around the valley to honor Veterans, pet owners and "man's" best friend.	
DEC 4	Tumbleweed Tree Lighting Ceremony & Parade of Lights Our largest and vibrant community event lights up the streets of Downtown Chandler and officially kicks off our holiday season.	
APRIL 1-2	Chandler Jazz Festival The festival brings the Jazz community together during this two-day event to listen, dance and enjoy the sounds of Jazz in Downtown Chandler.	
April 16	Family Easter Celebration This south Chandler event provides some of the most enthusiastic egg hunting and games in the Valley for children and their families.	
MAY 6, 13 & 20	CinePark May Movie Series A free three-week movie series in May that features recently released family friendly flicks.	
July 4	July 4th Fireworks Spectacular This party in the park reigns across Tumbleweed with a high energy celebration, all leading up to Chandler's largest sky-illuminating fireworks display.	



HALLOWEEN SPOOKTACULAR

Location: Dr. A.J. Chandler Park – Stage Plaza

Average Attendance: 3,000 to 3,500 guests

Date: Friday, October 29, 2021

Time: 5:30 p.m. to 8:30 p.m.

Website: www.chandleraz.gov/spooktacular

EVENT DESCRIPTION: The 40th Annual Halloween Spooktacular event has music, Trunk or Treat stops, carnival games, crafts, souvenir photos, Trick or Treat walks, as well as food and beverages for purchase. Event activities include: eight different games for various ages to play and win candy prizes, make and take crafts areas, face painting, piñatas and a costume parade.





A vertical collage of five photographs. The top photo shows a close-up of a man with dark hair and glasses, looking down at a brown dog. The second photo shows a black and white dog looking out from inside a wire crate. The third photo shows an outdoor adoption event booth for 'Arizona Border Terrier Rescue' with a sign that says 'ADOPTION EVENT' and 'www.AZBTRESCUE.org'. The fourth photo shows a golden retriever standing in a grassy field. The bottom photo shows a woman in a penguin costume holding a small dachshund.

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TUMBLEWEED TREE LIGHTING & PARADE OF LIGHTS

Location: Dr. A.J. Chandler Park/Downtown

Average Attendance: 18,000 to 20,000 guests

Average Parade Entry Participants: 45

Date: Saturday, December 4, 2021

Time: 4:30 p.m. to 9:00 p.m. - Parade begins at 6:45 p.m.

Website: www.chandleraz.gov/tumbleweedtree

Website: www.chandleraz.gov/parade

EVENT DESCRIPTION: The 65th Annual Tumbleweed Tree Lighting Ceremony is a unique southwestern tradition that draws visitors from far and wide to kick off in the holiday season. Guests come early to listen and watch local musicians and dancers perform on stage, eat food and drink hot chocolate, as they explore the booths on the east and west side of Dr. A.J. Chandler Park. Kids and families can take souvenir pictures with Santa. Visitors watch the tree light up the night sky when the Mayor flips the switch and the holiday season in Downtown Chandler officially begins.

The 32th Annual Parade of Lights is a vibrant community event that lights up the streets of Downtown Chandler. The parade displays floats, marching bands, dance troupes, mascots, and vehicles. The parade entries are created and designed by families, local school groups, civic organizations, neighborhoods, and businesses that come back year after year to participate. Entries compete in one of five categories to earn a plaque and cash award. This $\frac{3}{4}$ mile parade travels through Downtown Chandler with thousands of people lining the route.



CHANDLER JAZZ FESTIVAL

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Location: Dr. A.J. Chandler Park – Stage Plaza

Average Attendance: 12,000 to 15,000 guests

Date: Friday, April 1 & Saturday, April 2, 2022

Time: 5 p.m. to 10 p.m.

Website: www.chandleraz.gov/jazz

EVENT DESCRIPTION: The 23rd Annual Chandler Jazz Festival brings the community together during this two-day event as they dance in Downtown Chandler and listen to jazz and blues music. During the event, more than 20 musical groups perform. The sidewalks of downtown have duos and trios perform during the day, while many restaurants provide jazz bands into the evening hours. Additionally, visitors can experience the Arts & Crafts Fair along with the Beer & Wine Garden.





FAMILY EASTER CELEBRATION

Location: Snedigar Sports Complex

Average Attendance: 3,000 guests

Date: Saturday, April 16, 2022

Time: 9:00 a.m. to Noon

Website: www.chandleraz.gov/easter

EVENT DESCRIPTION: The 41st Annual Family Easter Celebration takes place in south Chandler and provides some of the most enthusiastic 24 Karrot Garden in the Valley for kids up to nine years of age. In addition to the egg collection, there are information booths, displays, bounce houses, craft and game booths, as well as a Family Easter Basket Give-Away. A children's coloring contest is conducted prior to the event with the winner being announced at the event.





CinePark May Movie Series

Location: Tumbleweed Park

Average Attendance: 200-300 guests

Dates: Friday, May 6, 2022

Friday, May 13, 2022

Friday, May 20, 2022

Time: Friday, 6:30 p.m. to 10:00 p.m.

Website: www.chandleraz.gov/cinepark

EVENT DESCRIPTION: CinePark is in its 7th year as a free three week movie series in May showcasing recently released family friendly flicks. But wait, that's not all! Our May Movie Series is more than just a movie. Bring the entire family to Tumbleweed Park two hours before show time for unique, thematic activities enjoyable for the whole family. Come be the star of your own fun, while watching the stars under the stars.





JULY 4th Fireworks SPECTACULAR

July 4th Fireworks Spectacular

Location: Tumbleweed Park

Average Attendance: 10,000-15,000 guests

Dates: Monday, July 4, 2022

Time: 7 p.m. to 9:30 p.m.

Website: www.chandleraz.gov/4thofjuly

EVENT DESCRIPTION: Come to Chandler for a good old fashion family friendly fireworks show. Enjoy the award winning park and all it has to offer – Playtopia, sand volleyball, horseshoes, and corn hole or bring the fun from home – kites, frisbees, sports balls, bikes, bubbles, jump ropes and so much more. After all the family made fun, sit back, relax, and watch the 20 minute fireworks show presented by the City of Chandler.



SPONSORSHIP OPPORTUNITIES

Thank you for considering a sponsorship opportunity with the City of Chandler special events. Package options available for each event are listed below.

*****Multi-event sponsorship opportunities are also available*****

Platinum Package - \$5,000

News Releases
Logo with Hyperlink to Company's Site
2 Selections from Option D
2 Selections from Option C
3 Selections from Option B
3 Selections from Option A

Gold Package - \$2,000

News Releases
Logo with Hyperlink to Company's Site
2 Selections from Option C or
1 Selection from Option D
2 Selections from Option B
3 Selections from Option A

Silver Package - \$1,000

News Releases
Logo with Hyperlink to Company's Site
1 Selection from Option C
1 Selection from Option B
2 Selections from Option A

Bronze Package - \$500

News Releases
Logo with Hyperlink to Company's Site
1 Selection from Option B
2 Selections from Option A

Copper Package - \$200

News Releases
Name with Hyperlink to Company's Site
2 Selections from Option A

A La Cart

Our sponsorship program is adaptable to meet the needs of your organization. To create a successful partnership with you, we will customize a sponsorship package based on your needs.

Package Options

Options A

- *Twitter – 3 Posts
- *Instagram – 3 Posts
- *Logo on Recreation E-Newsletter Event Information Post (Min. of 2 blasts)
- *2 Stage Individual Sponsor Acknowledgement
- *2 Items of Company's Marketing Materials Distributed at Event Information Booth

Options C

- *Web Banner Ad – Within Event Eblast Reminder
- *YouTube – Pre-video Sponsor Advertisement Slide
- *Logo on Bus Billboards Advertisement
- *Logo on BreakTime Magazine Advertisement
- *10' x 10' Booth Space at Event

Options B

- *Logo on Event Fliers
- *Logo on Event Posters
- *Recreation E-Newsletter – Banner Ad or Coupon (1 insert)
- *Facebook – 4 Posts
- *1 Company Banner Displayed on Event Stage (Banner Provided by Company)

Options D

- *Logo on Rise Vision Digital Display Event Ad
- *Logo on Newspaper Advertisement – Minimum of 2 Ads
- *Logo on Magazine Advertisement – Minimum of 1 Ad
- *Logo on Event Day Layout/Schedule
- *Logo on Park Banner – Minimum of 2 Weeks of Exposure